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| <br>सत्यमेव जयते | <b>राजस्थान राजपत्र</b><br><b>विशेषांक</b>   | <b>RAJASTHAN GAZETTE</b><br><b>Extraordinary</b> |
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**भाग-1(ख)**

**महत्वपूर्ण सरकारी आज्ञायें।**

**सूचना एवं जन सम्पर्क विभाग**

**अधिसूचना**

**जयपुर, जुलाई 18, 2022**

**संख्या एफ.2 (1) गृह/संपर्क/सचि./प्रको./2022** :-सूचना एवं जनसम्पर्क विभाग द्वारा प्रिंट मीडिया और इलेक्ट्रॉनिक मीडिया पर नियमित रूप से विज्ञापन जारी किए जाते हैं। भविष्य में इंटरनेट वेबसाइट पर भी विज्ञापन जारी किये जायेंगे। इंटरनेट वेबसाइट पर विज्ञापन जारी करने के लिए पॉलिसी/गाइडलाइन और इस संबंध में पंजीकरण की दरें निर्धारण के लिए निम्नलिखित मापदंड तय किए गये हैं :-

- वेबसाइट के कुल कंटेंट का 50 प्रतिशत समाचार होना चाहिए और इस 50 प्रतिशत में से 25 प्रतिशत राजस्थान से संबंधित होना चाहिए।
- डीएवीपी द्वारा बनाई गई ए, बी और सी श्रेणी के अनुरूप प्रचलित विज्ञापन आकार और दर निम्नानुसार मान्य होगी :-

| Category | Unique Users per Month<br>(average of last six months) |
|----------|--|
| A        | 50 Lakh and above                                      |
| B        | 20 Lakh and less than 50 Lakh                          |
| C        | 2.5 Lakh and less than 20 Lakh                         |

- वेबसाइट पर विज्ञापन प्रसारण का भौतिक सत्यापन और यूनीक यूजर्स की संख्या के संबंध में डीएवीपी की कार्य प्रणाली के अनुसार थर्ड पार्टी पद्धति (कॉमस्कोर या गूगल एनालिटिक्स) से करवाया जाएगा।
- यदि डीएवीपी में अपंजीकृत न्यूज वेबसाइट को विज्ञापन दिया जाना राज्य हित में है तो उस स्थिति में निम्न बिंदुओं के अनुसार कार्यवाही की जाएगी :-
  - न्यूनतम 2.5 लाख यूनीक यूजर्स प्रति माह वाली समाचार वेबसाइट को ही विज्ञापन जारी किए जाएंगे।
  - वेबसाइट पर डीएवीपी दर, श्रेणी एवं आकार को आधार मानकर ही विज्ञापन जारी किए जाएंगे।
  - उक्त वेबसाइट को विज्ञापन जारी करने से पूर्व राजस्थान विज्ञापन नियम 11(5) के अनुरूप राज्य सरकार से अनुमति लिया जाना आवश्यक होगा।

- D वेबसाइट का डोमेन रजिस्ट्रेशन न्यूनतम 3 वर्ष पूर्व का होना आवश्यक है। इसकी गणना वर्तमान अवधि से की जाएगी।
5. वेबसाइट को केवल डिस्प्ले विज्ञापन जारी किए जाएंगे, वर्गीकृत विज्ञापन जारी नहीं किए जाएंगे। वेबसाइट को डीएवीपी की सूचीबद्धता हेतु निर्धारित सीटीआर (Click Through Ratio) मानकों के पालन के आधार पर भुगतान किया जाएगा।
  6. वेबसाइट कैटेगिरी ए में नियमानुसार मान्य होने पर अधिकतम 1 लाख रुपये प्रति माह के विज्ञापन दिए जा सकेंगे, कैटेगिरी बी में मान्य होने पर अधिकतम 75 हजार रुपये प्रति माह के विज्ञापन दिए जा सकेंगे, कैटेगिरी सी में मान्य होने पर अधिकतम 50 हजार रुपये प्रति माह के विज्ञापन दिए जा सकेंगे। आयुक्त अथवा निदेशक को अधिकतम 10 हजार रुपये प्रति माह के विज्ञापन जारी करने के अधिकार होंगे। इससे अधिक राशि के विज्ञापन देने की शक्ति राज्य सरकार में निहित होगी।
  7. राज्य सरकार यदि इसे समग्र राज्यहित में मानती है, तो श्रेणी ए वेबसाइटों के लिए अधिकतम 5 लाख रुपये प्रति माह, श्रेणी बी वेबसाइटों के लिए अधिकतम 3 लाख रुपये प्रति माह और श्रेणी सी वेबसाइटों के लिए अधिकतम 2 लाख रुपये प्रति माह के विज्ञापन राज्य सरकार द्वारा स्वीकृत किये जा सकेंगे।
  8. यदि किसी मीडिया संगठन को उसके प्रिंट संस्करण के लिए कोई डिस्प्ले विज्ञापन जारी किया गया है, तो वही डिस्प्ले विज्ञापन उसकी वेबसाइट पर जारी नहीं किया जाएगा।
  9. उक्तानुसार व्यय प्रचार-प्रसार हेतु विभागीय मद 2220-60-001 निर्देशन एवं प्रशासन-01-01 की उपमद 11 विज्ञापन विक्रय, प्रचार और प्रसार व्यय मद से वहन किया जायेगा।
- वेबसाइटों पर विज्ञापन जारी करने के लिए नीति, दिशा-निर्देश और मानदंड निम्न प्रकार है :-

### **Policy Guidelines and Criteria for Advertisements on Websites.**

#### **Nodal Agency**

Department of Information & Public Relations (DIPR) shall be the nodal agency for all State Government Departments for advertising through DAVP empanelled websites/ DIPR eligible websites. All releases of such advertisements shall be through DIPR. Autonomous bodies/ State PSUs can release advertisements as required, but at DAVP rates/ DIPR rates to DAVP empanelled websites/ DIPR eligible websites as per DIPR criteria.

#### **1. Criteria for Advertisement allotment -**

- (a) The website must report their average monthly Unique Users (UU) count of last six months, duly certified by the websites auditors. DIPR will cross-check the UU data submitted by the website through internationally accepted and credible third party tools (Com Score or Google Analytics) that monitor website traffic in India.
- (b) Only the websites which are owned and operated by companies that are incorporated in India will be considered. The websites applying for advertisement will have to submit their incorporation certificate. Websites owned by foreign companies may be eligible if such websites have a wholly owned company registered and operating in India.
- (c) Different websites belonging to one company/group can be given advertisement, provided they separately/individually fulfill the UU count criteria. Also, such websites will be required to submit separate applications for each website.

- (d) DIPR reserves the right to decline advertisement to any website if its content is found to be anti-national/obscene /indecent/antisocial/violative of communal harmony and national integrity etc. or deemed objectionable in any form as determined by the competent authority, or if the website acts in violation of the extant Cyber Laws of India or websites published/edited/owned by persons convicted by court on anti-social activities shall not be considered for advertisement.
- (e) The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.
- (f) DIPR advertisements/messages released on behalf of Departments must be displayed prominently for maximum viewership and to obtain the stipulated Click Through Rate (CTR).
- (g) Only those websites which are DAVP empanelled websites/ DIPR eligible websites on the basis of monthly Unique Users will be considered eligible for allotment of advertisements in the state.
- (h) The standard advertisement rates prevailing at the time of website classification by DAVP will be accepted in the state. (as per Annexure B) or rates can also be decided by DIPR
- (i) The size of the advertisement issued for websites in the state will be according to the standards set by DAVP.
- (j) The website/portal should support all major browsers (Google Chrome, Firefox Mozilla, Internet Explorer, Microsoft Edge, Safari etc.)
- (k) The website should also have a mobile version.
- (l) The website should be updated on daily basis.
- (m) The main page of the website should contain all important information such as the name of the editor, contact details, etc.
- (n) At least 50 percent of the total content on the website must be news and out of this 50 percent, 25 percent of it should be related to Rajasthan. The approval of an application will be subject to the quantum of news content calculated at least two months prior to the date of application. For this purpose an undertaking will be taken.
- (o) For the discovery of specific rates, the websites will be categorized into Category "A, B & C" depending on their monthly Unique User count.

Minimum Unique User qualification count for each Category shall be:

| Category | Unique Users Per Month<br>(Average of last Six months from within India) |
|----------|--|
| A        | 50 Lakh and above Unique Users per month                                 |
| B        | 20 Lakh and < 50 Lakh Unique Users per month                             |
| C        | 2.5 Lakh and < 20 Lakh Unique Users per month                            |

**In special circumstances, if it is in the interest of the state to advertise on a news website not registered with DAVP then attention must be paid to the following points -**

- (a) Advertisements will be issued only to those news websites which have a minimum of 2.5 lakh unique users per month.
- (b) Advertisements will be issued to the website on the basis of DAVP rate/ DIPR rate, category and size.

- (c) Advertisements to websites will be considered as advertisements allotted to any newspaper, periodical or any other publication. Permission shall be obtained from the State Government before issuing advertisement to any such website as per Rule 11(5) of the Rajasthan Advertisement Rules, 2001.
- (d) The domain of the website must have been registered at least 3 years before the date of allotment of advertisement. The duration will be calculated from the current period.
- (e) CA audit report of past two years, permanent address of the website's office, PAN number and other key documents must be mandatorily obtained from the website operator before issuing any advertisement.
- (f) The website should have an office/representative in Rajasthan.
- (g) Website will not be paid more than the DAVP rate/ DIPR rate. (as mentioned in point 3 below.)

## 2. Physical Verification –

- (a) The physical verification of the display of advertisements on the website and the number of Unique Users will be carried out through various third party techniques (Com Score or Google Analytics) as per DAVP methodology.
- (b) Websites will be physically verified on the basis of their adherence to the norms laid out by DIPR/DAVP for advertisements.
- (c) The work order and payment will be initiated as per the rules/process laid out by DIPR/DAVP.

## 3. Advertisement amount –

- (a) If the website is valid in category A as per rules, then advertisements can be given for a maximum of Rs 1 lakh per month.
- (b) If the website is valid in category B, then advertisements of maximum Rs 75000/- per month can be given.
- (c) If website is valid in category C, maximum Rs 50000/- Advertisements can be given per month.

However, if the State Government considers it to be appropriate in the overall government interest, then a maximum amount of Rs 5 lakh per month for Category A websites, maximum Rs 3 lakh per month for Category B websites and maximum Rs 2 lakh per month for Category C websites, advertisements can be sanctioned by the government.

The Commissioner/Director will have the power to issue advertisements up to a maximum of Rs 10,000 per month to a website. The power to give advertisements for more than this amount will be vested in the State Government.

**Note-** All rates quoted will be net rates. However, applicable Service Tax shall be paid by DIPR.

DIPR shall publish **standard size web banners on the websites and the standard video Ads (rates will be in multiples of 5 seconds)**. DIPR shall release orders to websites for standard banner ads on Cost per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions will be fixed across the categories, which should be reflected in the reports

generated through the third-party server for payment purposes. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 percent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 percent in the billed amount. CTR of less than 0.1 per Release Order will invite deduction of 50 percent in the billed amount.

Advertisements shall be released to various agencies (as given in Performa at Annexure A) as per their respective categories.

The advertisements released by DIPR (banners/video) shall be displayed on the home page as a lead display where news related to Rajasthan is published. Besides the Director, DIPR Department may ask for display of a specific advertisement at a specific page or content of the website.

The rates fixed by DAVP shall be adopted by the DIPR Department on a proportionate basis. The rates shall be revised as and when the rates of DAVP are revised or DIPR also can fix the rates.

#### **4. Standard Banners :**

##### **A. Banner size on Cost Per Thousand Impression (CPTI) basis :**

- a. Banner size 300×250 pixels.
- b. Banner size 728×90 pixels

##### **B. Video Ads :**

The video ads shall be released as per annexure A & annexure B.  
(annexed Separately)

##### **C. Fixed Banner/Property on Home Page :**

DIPR will also release advertisements on the basis of “Fixed Property” only on the first scroll of the Home Page of a website, with a minimum display size of 300×250 pixels. The rates for the fixed property shall be visible to all the visitors to a website in a specified time-frame.

Note- Pro-rata rates will be applicable in case of change in the size of category A, B and C rate. (as per annexure B)

#### **5. Procedure for issue of advertisements on websites –**

- (a) The news websites will have to apply in the prescribed format to receive the advertisements, the Performa for which will be prescribed separately.
- (b) A departmental committee will be constituted at the competent level for selection of reference material for the advertisements to be issued and for selection of suitable news website for the release the advertisement.
- (c) Creatives or designs will be provided by the department.
- (d) The news website will have to file an affidavit on stamp paper stating that the all the attached documents are authentic.

#### **6. Advertisements will not be issued under these conditions -**

- (a) If any media organization has been issued a display advertisement for its print version, the same display advertisement will not be issued to its website.
- (b) Websites will be eligible to receive only display advertisements; they will not be issued classified advertisements.

- (c) Web-based publication of any news organization will not be eligible for advertisements on its website.
- (d) Employees of any department, corporation, board or autonomous body of the State Government or family members will not be eligible to receive advertisements on their news website.

### OTHER TERMS AND CONDITIONS

Websites applying for advertisements will submit a self attested certificate under the name, signature and seal of authorized signatory stating that the information submitted by them is correct as well as the decision of DIPR regarding their advertisement. In case, the information submitted by the websites is found to be false/incorrect in any manner, the website can be suspended or debarred from advertisements or applying for advertisements for next three years.

The duration of the work order to the websites will be for one month at a time or as per decision of the State Government.

**The final decision on issuing advertisements on various websites from time to time for wider publicity of public welfare policies, schemes and programmes in the interest of the state will remain vested in the State Government.**

(Purusottam sharma)  
**Joint Secretary to Govt.**  
**Information and Public Relations**  
**Rajasthan, Jaipur.**

| Annexure-A                     |  |                             |
|--------------------------------|--|-----------------------------|
| <b>Category A<br/>(Large)</b>  | <b>5 Million and above Unique Users per month</b>              |                             |
|                                | <b>Property</b>  | <b>Rate (in Rs.)</b>        |
|                                | 300 X 250 Pixels Banner Ad                                     |                             |
|                                | 728 X 90 Pixels Banner   |                             |
|                                | Fixed Slot (6 pm to 12 mid-night)                              |                             |
|                                | Fixed Slot (12 mid-night to 6 am)                              |                             |
|                                | Fixed Slot (6 am to 12 noon)                                   |                             |
|                                | Fixed slot (12 noon to 6 pm)                                   |                             |
|                                | Fixed Slot (24 hours)  |                             |
|                                | Video Ads  | Rate in Rs. (per 5 seconds) |
|                                | Fixed Video Ads (24 hour slot)                                 | Rate in Rs. (per 5 seconds) |
| <b>Category B<br/>(Medium)</b> | <b>2 Million to less than 5 Million Unique Users per month</b> |                             |
|                                | <b>Property</b>  | <b>Rate (in Rs.)</b>        |
|                                | 300 X 250 Pixels Banner Ad                                     |                             |
|                                | 728 X 90 Pixels Banner Ad                                      |                             |
|                                | Fixed Slot (6 pm to 12 mid-night)                              |                             |

|                               |   |                             |
|-------------------------------|---|-----------------------------|
| <b>Category C<br/>(Small)</b> | Fixed Slot (12 mid-night to 6 am)                                 |                             |
|                               | Fixed Slot (6 am to 12 noon)                                      |                             |
|                               | Fixed slot (12 noon to 6 pm)                                      |                             |
|                               | Fixed Slot (24 hours)   |                             |
|                               | Video Ads   | Rate in Rs. (per 5 seconds) |
|                               | Fixed Video Ads (24 hour slot)                                    | Rate in Rs. (per 5 seconds) |
|                               | <b>0.25 Million to less than 2 Million Unique Users per month</b> |                             |
|                               | <b>Property</b>   | <b>Rate (in Rs.)</b>        |
|                               | 300 X 250 Pixels Banner Ad  |                             |
|                               | 728 X 90 Pixels Banner Ad   |                             |
|                               | Fixed Slot (6 pm to 12 mid-night)                                 |                             |
|                               | Fixed Slot (12 mid-night to 6 am)                                 |                             |
|                               | Fixed Slot (6 am to 12 noon)                                      |                             |
|                               | Fixed slot (12 noon to 6 pm)                                      |                             |
|                               | Fixed Slot (24 hours)   |                             |
|                               | Video Ads   | Rate in Rs. (per 5 seconds) |
|                               | Fixed Video Ads (24 hour slot)                                    | Rate in Rs. (per 5 seconds) |

**Annexure B**

| Rates for Category 'A'                                      |  |  |   |   |   |  |   |
|---|--|--|---|---|---|--|---|
| Panel I   |  |  | Panel II  |   |   |  | Panel III                                 |
| 300 X 250<br>Pixels<br>Banner Ad :<br>(CPTI)(NET<br>in Rs.) | 728 X 90<br>Pixels<br>Banner Ad :<br>(CPTI)<br>(NET inRs.) | Video Ads<br>Per 5 seconds<br>: (CPTI)<br>(NET in Rs.) | Fixed Slot<br>Banner (6pm to<br>12 mid-night)<br>(NET in Rs.) | Fixed Slot<br>Banner(12<br>midnight to 6<br>am) (NET in<br>Rs.) | Fixed Slot<br>Banner (6 am<br>to 12 noon)<br>(NET in Rs.) | Fixed slot<br>Banner (12<br>noon to 6<br>pm) (NET in<br>Rs.) | Fixed Banner<br>(24hours)<br>(NET in Rs.) |
| 35  | 38   | 0.8  | 17500   | 25000   | 25000   | 50000  | 75000                                     |
| Rates for Category 'B'                                      |  |  |   |   |   |  |   |
| Panel I   |  |  | Panel II  |   |   |  | Panel III                                 |
| 300 X 250<br>Pixels<br>Banner Ad :<br>(CPTI)(NET<br>in Rs.) | 728 X 90<br>Pixels<br>Banner Ad :<br>(CPTI)<br>(NET inRs.) | Video Ads<br>Per 5 seconds<br>: (CPTI)<br>(NET in Rs.) | Fixed Slot<br>Banner (6pm to<br>12 mid-night)<br>(NET in Rs.) | Fixed Slot<br>Banner(12<br>midnight to 6<br>am) (NET in<br>Rs.) | Fixed Slot<br>Banner (6 am<br>to 12 noon)<br>(NET in Rs.) | Fixed slot<br>Banner (12<br>noon to 6<br>pm) (NET in<br>Rs.) | Fixed Banner<br>(24hours)<br>(NET in Rs.) |
| 35  | 38   | 0.1  | 15000   | 25000   | 25000   | 50000  | 75000                                     |
| Rates for Category 'C'                                      |  |  |   |   |   |  |   |
|   |  |  | Panel I   |   |   |  |   |

|  |  |   |  |
|--|--|---|--|
|  | 300 X 250<br>PixelsBanner<br>Ad : (CPTI)<br>(NET in Rs.) | 728 X 90 Pixels<br>Banner Ad :<br>(CPTI)(NET in<br>Rs.) | Video Ads Per 5<br>seconds :<br>(CPTI) (NET in<br>Rs.) |
|  | 5.25   | 5.65  | 0.1  |

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राज्य केन्द्रीय मुद्रणालय, जयपुर।